

U.S. Coast Guard Community Services Command



*Serving those
who protect and
defend the
Homeland.*



Agenda



- **Introduction**
- **Community Services Command**
- **Morale, Well-Being, and Recreation**
- **Coast Guard Exchange**
- **Employment Opportunities**
- **Questions**



CSC Vision and Mission

VISION

To be your choice for Exchange and MWR benefits.

MISSION

We will deliver outstanding value, service and convenience to the Coast Guard family and support Readiness, Retention and Resiliency of those who protect the Homeland.

How it works...



NAF Center of Excellence



- 64 CGX Stores
- Deployable Support Exchange
- 47 Satellite Exchanges



- MWR Program Management over 50 defined complex activities
- CG Sports Program
- Commercial Sponsorships

Community Services Command



CGX Stores



We operate 64 stores in 23 states & Puerto Rico and online at shopCGX.com

- CGX stores offer the largest variety of name brand goods
- CGX Marketplace stores offer groceries
- CGXpress are convenience stores
- 20 stores > 5,000 SF
\$94.0M = 66% Sales
- 44 stores < 5,000 SF
\$47.7M = 34% Sales

Satellite Exchanges



We provide management oversight to 4 Satellite Exchanges on board USCG Cutters and ashore.

- Provides goods and services at same prices as the parent Exchange.
- Annual funding by location ranges from \$2K to \$30K.

DSE Deployable Support Exchange



We operate and fund the DSE as a mobile "Exchange on Wheels"

- Deploys for mission support during hurricanes, other natural disasters
- In support of beneficiaries in remote locations
- Popular destination for Public Affairs events.

MWR Program Management



We provide funding, policy, service delivery and regulatory oversight for all USCG MWR programs.

- Annual per capita distribution of dividend funds
- Central Commercial Sponsorships
- Distribution of Foundation's Shipmate Funds

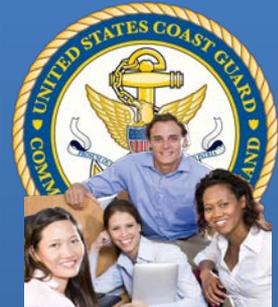
CG Sports Programs



We manage and coordinate the Coast Guard's participation in inter-Service and international military sports through the Armed Forces Sports Program.

- Selection of the annual male and female elite athletes of the year
- Selection of Unit Sports Team of the Year

NAF Center of Excellence



We are the NAF HR Services Center for 1,400 NAF Employees. We provide consulting and support for:

- NAF Accounting
- NAF Pay Center
- NAF Healthcare
- Worker's Compensation
- Insurance
- Loss Prevention
- Legal and Procurement

CSC For-Benefit Business Model



\$160 million

CGX SHOPPING BENEFITS:

- \$36 million annual savings
- Price parity CONUS and OCONUS
- Uniforms sold at cost
- **100% Tax Free**

\$155 million

\$119M Merchandise
\$13M Operations
\$23M Employees

750 NAF Employees increasing costs of:

- Benefits
- Salaries

Note: \$3.5M add'l expense offset by APF



\$5.0 million



\$50 per Billet



\$2.2 million

MWR Distribution

In the past 10 years, CGX has contributed \$21 million to MWR.

\$2.8 million

Recapitalization

In the last 5 years, CGX has invested \$23 million in stores, infrastructure and IT modernization.



Vision and Mission



VISION

We will take care of those who protect and defend the Homeland.

MISSION

To uplift the spirits of the CG family and be an essential element of CG Readiness, Retention, and Resiliency through customer-owned and driven MWR programs and services around the world.



Field MWR Program Delivery



\$2.2 million + **\$20 million** + **208 APF** + **470 NAF** =

Per Capita Distribution MWR Revenues Employees + APF \$ Employees

Picnics
Fitness
Gym



Bowling
Tickets



Lodging
Movies
Food
Golf



Program Oversight



Field Oversight





Key Elements



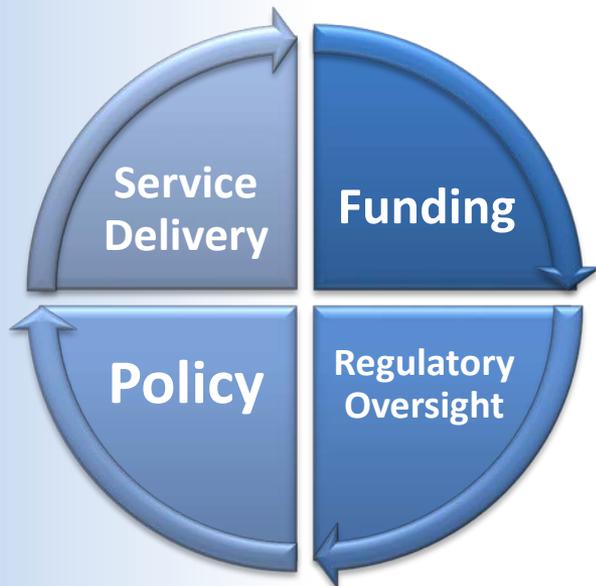
- **Customer owned and driven**
- **Mission Readiness, Retention, Resiliency**
- **Health and Well-Being of the military member and the Coast Guard family.**



Program Management



We provide funding, policy, service delivery and regulatory oversight for all USCG MWR programs.



Central Commercial Sponsorships & the distribution of Foundation's Shipmate Funds are managed here.
The annual per capita distribution of dividend funds is made through CSC MWR.
The MWR intern program is managed here.



Coast Guard Sports Program

The MWR staff manages and coordinates the Coast Guard's participation in inter-Service and international military sports participation through the Armed Forces Sports Program.



Additionally, the CSC MWR staff manages the selection of the annual male and female elite athletes of the year and unit sports team of the year.



Boys and Girls Clubs of America



**BOYS & GIRLS CLUBS
OF AMERICA**

- **Four affiliated youth programs at units (Kodiak, Cape Cod, Petaluma, and Borinquen.)**
- **Mission Youth Outreach- active duty and Selected Reserve dependents living in the local community.**



www.dcms.uscg.mil/mwr



UNITED STATES COAST GUARD

- MISSION SUPPORT HOME
- ABOUT US
- OUR ORGANIZATION
- FEATURED CONTENT
- JOIN THE COAST GUARD
- CONTACT US

Morale, Well-Being, and Recreation (MWR)

- Professional MWR Resources
- Community Services Command MWR Staff
- MWR Training
- Sports
- Commercial Sponsorship
- MWR Internships
- Coast Guard Lodging
- DoD Lodging & Related Travel
- Navy DVD Program
- Unit MWR Web Pages
- CGX Scholarship Program
- Shipmate Fund Projects
- Contact Webmaster

- Community Services Command (CSC)
- Personnel Service Center (PSC)
- Human Resources (CG-1)
- Pay & Personnel Center (PPC)

MWR Professional Resources

MWR Professional Resources

Below are links to some of the most commonly requested MWR resources to offer a broad scope of useful tools for the convenience of MWR staff.

Aquatic Checklist Aid	ASIP Guide
Boys and Girls Clubs of America Outreach	Child Development Services Manual
Civilian Personnel Management Service	Commercial Sponsorship Desk Ref
Financial Resource Management Manual	Financial Resource Management Manual - P
Media Marketing Center	Morale Fund Financial Statement Program
MWR ALCOAST's/ALCGPSC's	MWR Awards
MWR Director Course Student Manual	
MWR Indoc	MWR Internship Program COMDTINST
MWR Internship Administration	MWR Manual
MWR Loss Prevention & Security	MWR NAF Budget Guide
MWR NAF Personnel One Stop Shop	MWR Program Baseline Standards (PBS)
MWR PBS COMDTINST	NAF Back-To-Work Program
NAF Employee of the Year Award Program	NAF Instrumentalities Manual
NAF Personnel Manual	Navy Preventative Med, NAVMED P-5010-4
Qualified Recycling Program Policy	Strategic Plan
Template Advertising Agreement	Template Cash Account Request
Template Get C MWR Disestablishment	Template Deposit Waiver Request



VISION

We serve those who protect and defend the Homeland.

MISSION

To provide quality merchandise and services of necessity and convenience to our Coast Guard men and women as well as authorized patrons at competitive prices and to provide a dividend to MWR.





2 stores, 7% sales



Groceries, home goods,
 electronics, apparel.



8 stores, 43% sales



Largest selection of name
 brand electronics, apparel,
 home goods.



54 stores, 50% sales



Convenience locations with
 grab-and-go snacks and
 beverages.

20 stores > 5,000 SQ FT
 \$94.0 million = 66% of Sales

44 stores < 5,000 SQ FT
 \$47.7 million = 34% of Sales

Deployable Support Exchange



The DSE is a mobile “Exchange on Wheels” ready to deploy during hurricanes, other natural disasters and in support of beneficiaries in remote locations.



Satellite Exchanges



We provide management oversight to 46 Satellite Exchanges on board USCG Cutters stationed throughout the United States.

Model for Sustainable Growth



\$2.2 Million MWR Dividend

Meet People Needs



20 stores, 66% sales



44 stores, 34% sales



Super Store 2018



Sustainable Assortment



- Great deals and sales – sent directly to your INBOX!
- Advanced notice of sales at your local CGX store and online!
- Find out every Tuesday about **ONE SHOT WEDNESDAY** Unbeatable deals that only last for 24 hours.

ONE SHOT Wednesday

**ONE
ITEM**
for
**ONE
DAY**
for
ONE
unbeatable
PRICE



SALE PRICE VALID WED. 7/30/14 ONLY

39⁹⁹

REG. 59.99 **MSRP \$120**

OAKLEY® Dispatch MODEL# 09090-01

Look for more unbeatable deals
every Wednesday - straight to your in-box!

Limited Quantities - No Rainchecks

FREE SHIPPING when you purchase online.



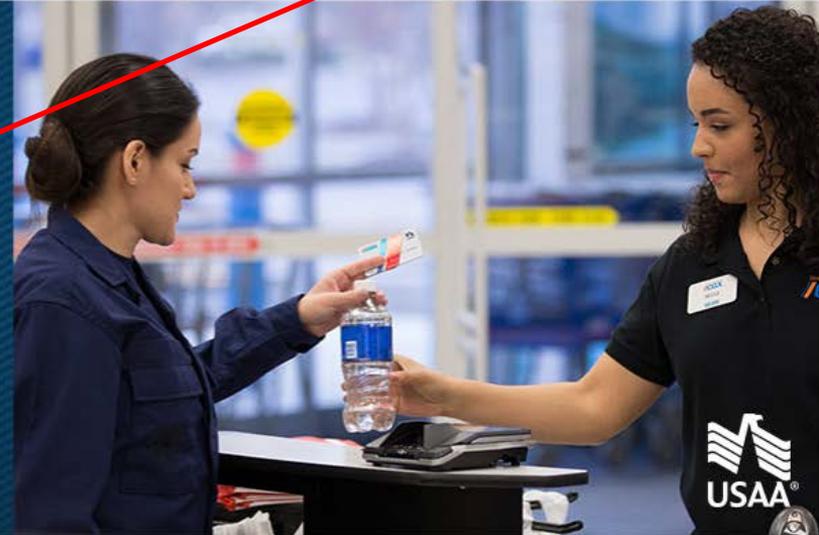
EMAIL DEALS
SIGN UP & SAVE!

It's easy!
Go to
shopCGX.com
and sign up in
two clicks!

Earn rewards
everywhere you shop
while supporting
the CGX mission.

◆◆◆
Get the card with a cause.

★ **APPLY NOW**



**COAST
GUARD
COLLECTION**

SHOP NOW ▶

**VETERANS
ONLINE
SHOPPING
BENEFIT**

**TAKE THE
1ST STEP!**

FIND OUT MORE ▶



- The USAA/CGX card is available to ALL eligible patrons of CGX – DHS, DoD, Auxiliary, Reserves, eligible family members and employees.
- Use the card anywhere VISA and American Express are accepted (not just at your CGX)
- Low rates
- No annual fees
- Points redeemable for rewards

The screenshot shows the CGX website header with the logo and navigation menu. Below the menu is a dark blue banner for the USAA Rewards Credit Card. The banner features a placeholder image of the credit card with the CGX and USAA logos. Below the image, the text reads "THE CGX USAA REWARDS™ CREDIT CARD" and "Available in both American Express® Card and MasterCard®". A yellow starburst graphic is overlaid on the bottom left of the banner, containing the text "The ONLY card that Supports Coast Guard MWR". A "Apply Now" button is visible in the bottom right of the banner. The USAA logo is in the bottom right corner of the banner.

The ONLY card that Supports Coast Guard MWR

Employment Opportunities



- **There are 1400 nonappropriated (NAF) employees in the Coast Guard**
- **Salaries are supported from CGX sales, MWR/Child Development Center fees.**
- **Wide range of opportunities including:**
 - **Cashier/Checkers and Managers at CGX**
 - **Recreational Aides, Youth Program Directors for MWR**
 - **Accounting, HR, & Store Operations at CSC HQ**

Employee Benefits



- **Benefits range depending on employment status. Here is a list of possible benefits:**
 - Health, Dental, Vision
 - 401K
 - Defined Retirement Plan
 - Leave/Sick Leave
 - Tuition Assistance
 - Employee Assistance
 - Training Opportunities
 - Mentoring Programs



Thank you